



August 2009

Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

This month's edition features • 70 years of the Outdoor Industry Association • OHS training



70 years of the Outdoor Industry Association

The outdoor advertising industry body in Australia started 70 years ago this month, as The Outdoor Advertising Association of Victoria. In 1941 the company changed its name to The Outdoor Advertising Association of Australia and then in July 2005, it was changed again to its current name Outdoor Media Association (OMA).

The Association was formed as the national coordinating body for the industry, promoting effective outdoor advertising, representing the industry in negotiations with governments, and providing a forum for members. 70 years on, the Mission and Charter of the OMA contain similar goals and codes of ethical conduct.

Back then, annual membership fees were 5pounds/5shillings and the association produced publications such as 'Specifications for the Erection of Porcelain Enamel Signs' and 'Repetition Wears Down Sales Resistance'. The catch phrase promoting the outdoor advertising medium was 'Poster Panel Publicity Pays'.

Among the list of top advertisers using 24 sheet and smaller-sized posters regularly in the 1940's were Shell, Greater Union & Hoyts Theatres, Kodak, Sanitarium, Carlton & United Breweries, Penfolds Wines, Kraft-Walker cheese, Dunlop, Colgate-Palmolive, Schweppes and Cadbury.

The past 70 years has seen many

changes in outdoor media, not least with production techniques. In 1939 the production of signs included paint lithographic printing, lithoscreen printing and the silk screen process. Synthetic enamel sign production only commenced on a large scale in 1934. Neon signs were also popular.

The industry has grown exponentially, with over 70,000 advertising faces in Australia today, using highly advanced technologies. New technology has brought with it new challenges and opportunities. The growth of digital billboards, for example, has stimulated the OMA's advocacy on reforms to regulation of digital signage.

But the role of the industry body has been a constant: representing the industry and finding ways to harmonise public interest and industry objectives. As the old saying goes, the more things change the more they stay the same!

Outdoor advertising circa 1939



Creative agencies outdoor advertising survey

The OMA recently conducted an online survey of creative agencies regarding outdoor advertising. Based on 70 respondents from across Australia, some of the findings are detailed below.

- **96%** said outdoor is a fun medium to work with.
- **90%** agreed that outdoor lends itself to great creative ideas.

- **84%** agreed that the technology and innovation available in outdoor media can enhance a campaign.
- **84%** said they'd like to see more ideas and executions from around the world as inspiration.
- **64%** said they don't feel they know all the possibilities with outdoor in terms of technology and innovation.

- **53%** said their clients are open to really creative outdoor executions.
- The survey also found that **80%** of respondents were aware of the Outdoor Awards, whilst only a **third** entered. The main reason for not entering was that they didn't have any worthwhile outdoor creative to enter (**74%**). Further insights gained from the survey will be used to help shape next year's event.

OHS training materials

The WorkCover funded OHS video and workbook training for production and installation supervisors is now available online at the OMA's website, in the members only section. The instructions are also useful for everyone to keep in mind in their day-to-day workplace and at home.

Use your own member log in or contact Rosemary – rosemary.roberts@oma.org.au or phone (02) 9357 9900 for a training login.

The resources include a general introduction to the principles of risk management, then specific tailored workbooks and video modules for production or installation staff covering:

- **Manual handling** – tips and correct techniques for lifting, pushing, carrying any load, whether at work or home.
- **Personal protective equipment** – types of PPE safety glasses, kneepads, helmets, gloves, ear plugs, etc, when to check them, who should wear them.
- **Working with hazardous materials** – chemicals, material safety data sheets, what to look for, how to interpret.
- **Working at heights** – rules to follow, what is most important, the hierarchy of controls.

To use the training to its best effect you should download the workbook first, and then view the video when prompted.

The OMA has applied to WorkCover for another grant to produce additional material for other hazards such as traffic and pedestrians, fatigue, working outdoors, working with glass and the effects of drugs and alcohol.

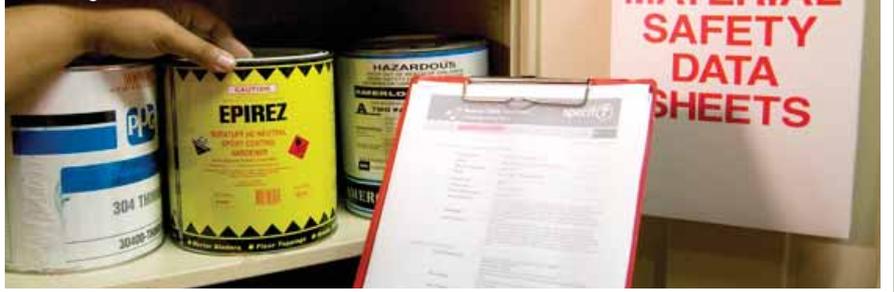
Manual handling



Personal protective equipment



Working with hazardous materials



Working at heights



State round-up

An OMA regulatory affairs update

National

Inquiry into Sexualisation of Children in Media

The federal government responded to this Senate Inquiry on 26 June 2008, which included a recommendation that the Advertising Standards Board 'rigorously apply standards for outdoor advertising to reflect community concern about sexually explicit material'. The OMA has been working closely with the ASB, including providing information on its own standards in relation to this issue. A full copy of the government's response is available [here](#).

NSW

Driver behaviour research project

Testing has begun on the OMA's research project on driver behaviour around traffic and advertising signs, using eye tracking technology. The project will monitor up to 40 drivers who are familiar/not familiar with the nearly 20km route containing varying combinations of signs, measuring the impact on speed, headway and potentially lane deviation. The research will provide definitive material on the effect of signs at key decision points.

QLD

DMR submission

Following a briefing by DMR on their plan for regulating roadside advertising, the OMA prepared a submission outlining the industry response. DMR is presently reviewing this submission and will advise OMA of the next briefing which is expected to include an audit of motorways and how the proposed new rules would apply.

Logan Council submission

The OMA prepared a submission to the review of the Logan Planning Scheme, arguing for a merit-based application assessment process instead of blanket rules, consistent with Queensland Government reform guidelines.

Gold Coast City Council

The OMA will this month prepare a submission to the GCCC arguing that current provisions within their Subordinate Local Plan are a restriction on advertising content and in direct contradiction to the State Government's Implementation Note on the regulation of advertising.

Out There

International

The world's first "raining" bus shelter

Adshel has partnered with the KidsCan StandTall Charitable Trust.

The partnership includes the world's first "raining" bus shelter in a bid to raise the charities profile as well as promoting a Telethon – the first in 15 years for the New Zealand market – to help benefit kiwi kids living in poverty.

While shelter is one of our basic physiological needs, the reality for financially disadvantaged New Zealand kids is that many simply don't even own a raincoat. The KidsCan Trust is dedicated to meeting these needs by providing raincoats to 30,000 young Kiwi kids to ensure that they arrive at school each day warm, dry and in a better position to learn.

The partnership is especially fitting as Adshel effectively provide shelter to the community on a daily basis via its 3,500 items of street furniture throughout New Zealand.

An irrigation system was fitted to the inside of a shelter on Queen St in Auckland, to make the shelter essentially defective. No longer did it provide shelter; indeed it did the opposite and soaked anyone who braved sitting under it.



Subway potatoes

Imagine this: You're walking in an underground tunnel, heading for a train you need to catch, but you look up and there on the ceiling, hanging from the white tile, are what look like a bunch of potatoes. They are a bunch of potatoes!

There they are dangling, amid roots, as if they had grown through from the street above.

Hard not to notice, and that's the point of this alternative media campaign now running in the Chicago Transit Authority's Jackson Street tunnel. The display is one element of Lay's potato chips' new "Closer Than You Think" campaign, which aims to let consumers know the company gets its potatoes from local farmers.

WA

Taxi advertising

A response has been received from the Main Roads department indicating that the OMA will be welcome to provide input on a review of their roadside advertising policy and guidelines.